

Draft Rockville's Pike: Envision a Great Place

Communication Outreach/Initiatives

Date (Mo-Yr)	Outreach/Communication Steps	Actions
Jul-04	Mayor and Council Work session	Joint meeting with the Planning Commission regarding Twinbrook Area issues. To review the process and discuss various issues related to the update of the Rockville Pike Corridor Plan.
Oct-04	Issues and Opportunities Workshop	City planning staff hosted a workshop to gain an initial understanding of the issues and opportunities in the Rockville Pike corridor in advance of the review and update of the existing Plan.
Dec-04	Community Kick-Off Meeting	Staff introduced the planning area and discussed the planning process. Also, through a facilitated discussion and exercise, staff members gathered information on the positive and negative attributes of the Rockville Pike corridor, as well as solutions and recommendations to address issues in the corridor.
Oct-05	Mailing List	Developed project mailing list – stakeholders list to distribute updates and information as well as provide opportunities for input
November to December 2005	Coordination with Neighborhood Resources Staff	Initiated coordination meetings with Neighborhood Resources Program staff on outreach efforts to inform the community of the neighborhoods surrounding the Rockville Pike study area.
Feb to Mar 2006	Meetings with Key Stakeholders	Conducted meetings with various constituencies to discuss community concerns and future expectations for the Rockville Pike Corridor area. In particular with presidents and members of executive boards of civic and homeowner associations. Letter of invitation mailed out.
Mar-06	Community Survey	The City sent a survey “Plan for the Neighborhood Planning Area”, asking questions about their neighborhood.
May-06	Rockville Economic Organizations Meetings	Rockville Economic Inc. (REDI), Rockville Chambers of Commerce (RCC) meetings, participating at the “Good Morning, Rockville” breakfast meeting.

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Jun-06	Business and Property Owner Meeting at Glenview Mansion	Met with business and property owners for an informational breakfast meeting. Staff prepared a property /building inventory to target this community. Letter to property owners and business community.
Jun-06	City Network List Serve	Sent information to the neighborhood Network list serve. Asking list serve recipients to forward the information to neighborhood e-mail groups and/or include in neighborhood newsletters.
Jun-06	Flyers Distribution	Distributed flyers that invite residents to be included on the "interest group list" at libraries, recreation centers, neighborhood meetings, etc.
Jun-06	Ethnic Business Groups	Shared information about the future plan with the Latino, Asian and African American business groups.
Jun-06	Non-profit Organizations	Contacted non-profit/community service providers
Jul-06	City's Communication Team	Met the City's Communication team to get assistance with informing the public.
Jul-06	Asian –American Conference	Staff attended the Asian American conference to share information about the Pike Plan.
Aug-06	Inter-departments Resource Team	City's Departments resource team was created
Aug-06	Community Flyer	Flyer – Rockville Pike News Release: " Planning for the Future"
Aug-06	Montgomery County Planning Department (MNCPPC) meeting	Meeting with Montgomery County Planning staff (MNCPPC) to discuss coordination efforts and trade information on plans in the area.
Sep-06	Adjacent City and Organization Meeting	Representatives from Montgomery County Planning Department (MNCPPC), Gaithersburg, and Rockville met to discuss planning projects in the MD-355 corridor.

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Oct-06	Interest Group List	Distributed updates and information through the "Interest Group List".
Oct-06	Rockville Channel 11	Information ran about joining the interest group list.
Oct-06	Rockville Pike Plan Website	Rockville Pike Plan website created with information regarding the plan, including a joining interest group list link.
Oct-06	Article in Rockville Reports	Rockville Reports article published. http://www.rockvillemd.gov/rockvillereports/2006
Oct-06	Neighborhood Network List	Sent update to the Neighborhood Network list serve
Oct to Dec - 2006	Request for Proposals (RFP)	The City solicited proposals for professional services to assist with updating its 1989 Plan. City's staff prepared a RFP, developed a consultant list and sent an advertisement for the American Planning Association (APA) website. http://www.rockvillemd.gov/business/announcements/RFP19-07.pdf
Oct-06	Press Release	A press release was sent out asking for citizens wanting to guide Rockville Pike's future.
Oct-06	Outside selection team	An outside selection team (citizens, property and business owners) was formed to help selecting a consultant team.
Nov-06	RFP Pre-proposal Meeting	Pre-proposal meeting at the Mayor and Council Chambers
Nov-06	Outside Selection Team Confirmed	Sent message to the Outside Selection Team (stakeholders) to confirm participation.
Nov to Dec - 2006	Plan Proposals	Received Plan proposals. Distributed proposals to outside selection team

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Dec-06	Mayor and Council and Planning Commission Briefing	Briefing the Mayor and Council and Planning Commission on future design guidelines for the Rockville Pike Corridor
Jan-07	Outside Selection Team	Meeting of the outside selection team to discuss proposals
Feb-07	Pre-interview Consultants	Pre-interview meetings with outside selection team
Mar-07	Interview Meetings	Plan proposal interview meetings. Outside selection team included.
Apr-07	Outside Selection Team Proposal Evaluation	Outside selection team evaluation meetings. Comparison analysis of proposals.
May-07	Provided Request for Proposal (RFP) to the Environment Protection Agency (EPA) Smart Growth office	EPA was compiling a general technical assistance package for communities that requested help in figuring out how they can implement smart growth practices in their planning and development as examples of good RFPs. Considered Rockville's RFP an example of a good RFP
May-07	Fire Station	Contacted fire stations that served the study area
Jun-07	Contract Award	The Mayor and Council unanimously approved a contract award with ACP Visioning & Planning
Jun-07	Update Stakeholders	Provided approved contract notice to stakeholders. M-NCPPC, property owners and community leaders.
Jun-07	Interest Group List Update	Sent message to the interest group list. "Rockville Pike: Planning for the Future-Update June 2007"
Jul-07	Rockville Channel 11	Message posted on the bulletin board running until September 2007
Aug-07	Article in Rockville Reports	www.rockvillemd.gov/residents/rockvillereports/2007/rr0807

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Sep-07	Study Area Tour	A tour of the study area for the public, with portions covered via bus as well as on foot.
Oct-07	Project Orientation to Economic Organizations	An orientation with representatives from REDI and the Chamber of Commerce.
Nov-07	Stakeholder Interviews	On November 13 and 14 consultant conducted stakeholder interviews.
Nov-07	Mayor and Council Interviews	On November 28 , a stakeholder interview with Rockville's newly elected Mayor and Council
Dec-07	Kick-Off Public Meeting	The Rockville's Pike Kick-off meeting was held on December 4th at the Ramada Inn Meeting Centre (now The Legacy Hotel). More than 150 people attended. http://www.rockvillemd.gov/rockvillespike/RVP_Kickoff.pdf
Dec-07	Kick-Off Meeting Summary Report	Posted a summary report on the Kick-Off meeting. http://www.rockvillemd.gov/rockvillespike/RVP_KickOff_120407.pdf
Jan-08	Stakeholder Interviews Report	Summaries of the stakeholder interviews that were conducted in the fall of 2007.
Jan-08	Stakeholder Interviews continued	Consultant conducted additional stakeholder interviews.
Feb-08	Facilitator Trainings	Two facilitator trainings on February 13, 2007. Including professional and community member facilitators.
Feb-08	Coordination with Rockville Economic Development Inc. (REDI)	Provided a list of the property and business owners in the Corridor to Rockville Economic Development Inc. (REDI)
Feb-08	Stakeholder Workshop	ACP led public meeting to get input on the Pike Stakeholder Workshop. Approximately 100 attended. http://www.rockvillemd.gov/rockvillespike/RVP_Stakeholder_WS.pdf
Mar-08	Stakeholder Workshop report	Summary report from the Stakeholder Workshop posted on website. http://www.rockvillemd.gov/rockvillespike/RVP_SHWS_Report.pdf

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Mar-08	First Report to the Community Public Meeting	First Report to the Community held on March 18, 2008. Presentation by consultants on land use and transportation conditions. Approximately 75 people attended. http://www.rockvillemd.gov/rockvillespike/RVP_FirstReport_031808.pdf
Apr-08	Article in Rockville Reports	http://www.rockvillemd.gov/residents/rockvillereports/2008/0408.html
Apr-08	Website Update: Summary Report	Summary report from the First Report to the Community posted online. http://www.rockvillemd.gov/rockvillespike/RVP_FirstReport_Summary.pdf
May-08	Second Report to the Community Public Meeting	The Second Report to the Community was held on May 6, 2008 from 7-9 p.m. at Richard Montgomery High School. Presentation on Economic conditions and trends. Approximately 65 people attended. http://www.rockvillemd.gov/rockvillespike/RVP_SecondReport_050608.pdf
May-08	Website Update: Summary Report	Summary report from the Second Report to the Community. http://www.rockvillemd.gov/rockvillespike/RVP_SecondReport_Summary.pdf
May-08	Community Design 5 Days Charrette	May 31st was Day One of the Charrette. The first public meeting at Richard Montgomery High School, with public input on design features for the plan. Approximately 100 people attended. http://www.rockvillemd.gov/rockvillespike/charrette-results1.pdf (Also, charrette-results2, 3, and 4 pdf.
Jun-08	Article in Rockville Reports	"Rockville's Pike: Envision a Great Place Community Charrette Begins". http://www.rockvillemd.gov/rockvillereports/2008
Jun-08	Community Design 5 Days Charrette	June 1- June 4, continuation Community Design Charrette in old Koons Ford showroom. http://www.rockvillemd.gov/rockvillespike/CharretteBoards052908.pdf
Jun-08	Community Design 5 Days Charrette	Transportation consultant/city staff team conducted a walking audit in the southern portion of the Pike, with public and staff.
Jun-08	Community Design 5 Days Charrette	Open House at the Design Studio in old Koons Ford showroom.

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Jun-08	Community Design 5 Days Charrette	Third Report to the Community. End of Design Charrette. Presentation of charrette results. Approximately 85 people attended. http://www.rockvillemd.gov/rockvillespike/RVP_CharretteReport.pdf
Jun-08	Website Update: Charrette Information	Charrette information posted on the Web site for the Rockville Pike planning process.
Jun-08	Rockville Channel 11 Update	The results of the Design Charrette included on City Hall Report and on an Cityline
Jun-08	Interest Group Listserv Update	“Update on the Rockville's Pike Plan Design Charrette” message
Jun-08	Traffic and Transportation Commission Update	Update on the Community Design Charrette to the commission
Jul to Dec 2008	Property Owners Individual Informational Meetings	Individual property owners request meetings to talk about their properties
Jul-08	Community Design Charrette Report	Summary report from the Community Design Charrette posted website
Jul-08	Community Design Charrette Information Packet	Prepared Charrette Information packets to hand out to the public.
Jul-08	Article in Rockville Reports	Rockville's Pike Charrette Wrap Up. http://www.rockvillemd.gov/residents/rockvillereports/2008/0708.html

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Jul to Dec - 2008	Neighborhood Associations Informational Meetings	Went to neighborhood associations meetings to let them know the status of the plan.
Jul to Dec - 2008	Board and Commission Informational Meetings	Went to board and commission meetings to let them know the status of the plan
Aug-08	Preliminary Draft	Drafting process.
Aug-08	Interest Group Listserv message	Update – Preliminary Draft delivered
Dec-08	Montgomery County Planning Department (MNCPPC) coordination meeting	Meeting County planning staff about MD355/ Rockville Pike Plans
Dec-08	Mayor and Council, and Planning Commission Joint Meeting	Coordinated a presentation on the White Flint Sector Plan. http://rockmail.rockvillemd.gov/clerk/egenda.nsf/d5c6a20307650f4a852572f9004d38b8/bcdbad59d03fd009852575130074d0fe!OpenDocument
Jan to Apr - 2009	Federal Funding Request Outreach	Requested letters of support from the community and organizations to apply for federal funds for the Pike.
Jan-09	City of Rockville's Written Testimony on the White Flint Sector Plan to Montgomery County Planning Board	Sent letter of comments on the draft of the White Flint Sector Plan
Feb-09	Western Montgomery County Citizens Advisory Board Land Use, and Transportation committees	The Western Montgomery County Citizens Advisory Board's Land Use, Transportation, and North Bethesda Committees to participate in a joint committee meeting concerning the <i>Vision for Rockville Pike</i> .

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Mar-09	Second Draft Delivered	Second draft developed by consultant team, with a significant amount of revisions/edits identified and requested by staff.
May-09	Bus Rapid Transit (BRT) Presentation to the Mayor and Council	Montgomery County Councilmember Elrich presentation of his concept for a BRT network. http://rockmail.rockvillemd.gov/clerk/egenda.nsf/d5c6a20307650f4a852572f9004d38b8/9fe6b82ce412b5ea8525758b006e4a2b!OpenDocument
May-09	White Flint – Rockville Pike Meeting	Attended a meeting at Montgomery County Planning Department (MNCPPC). Presentation/discussion on how to develop a plan for the new Rockville Pike Boulevard, in the White Flint Sector Plan.
Jun-09	Update for the Quarter Report to the Mayor and Council	Plan update on the 4th quarter report to the Mayor and Council on their vision priorities
Jun-09	Article in Rockville Reports	“Rockville’s Pike Plan History” article. http://www.rockvillemd.gov/rockvillereports/2009
Jul-09	Capital for a Day - Plan Presentation and Discussion	Organized and Coordinated State Planning and Transportation Secretaries Joint Meeting with Community Planning and Development Service and Department of Public Work Staff during Capital for a Day.
Aug-09	Capital for a Day Follow Up	Sent letter to agency representatives (State Highway Administration (SHA), Maryland Department of Transportation (MDOT). Montgomery County Department of Transportation (MCDOT), Washington Metropolitan Area Transit Authority (WMATA)
Aug-09	Urban Land Institute's (ULI) Infrastructure 2009 Report	The ULI used the Draft Rockville Pike Plan as an example of communities creating villages that encourage pedestrian activity.
Oct-09	Montgomery County Planning Department (MNCPPC) Meeting	Meeting with Montgomery County Planning Department (MNCPPP) prior to the White Flint Plan Public Hearing at the County Council

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Oct-09	Rockville University Presentation	Presentation and hands-on activity for the Rockville University
Jan to Apr - 2010	Rockville Pike Corridor Meetings	Meeting property owners that approached the city about the impact of the draft plan on their properties.
May-10	Request for Proposal (RFP) as Example	Rockville Pike Plan RFP on the Environment Protection Agency (EPA) website as a model example
Apr to Nov - 2010	Updates to Planning Commission	Multiple briefings to the Planning Commission on the draft plan
Jun-10	Pike Plan School Capacity Meeting	Rockville Pike school capacity discussion with Montgomery County Public School (MCPS)
Jul-10	SHA/MDOT Meeting	Meeting with state transportation agencies about the draft plan.
Jul-10	Traffic and Transportation Commission Update	An update on the draft plan to the Planning Commission
Oct-10	Article in Rockville Reports	Rockville Pike Plan Progress Continues. http://www.rockvillemd.gov/rockvillereports/2010/oct/in_the_community
Sept to Dec - 2010	Outreach to the Community	Neighborhood associations and board and commissions presentations. Informed them that public draft was soon to be released, and reviewed plan concepts.
Nov-10	Article in Rockville Reports	City Staff Available to Discuss Rockville's Pike Draft Plan. http://www.rockvillemd.gov/rockvillereports/2010/nov/information
Nov-10	Western Montgomery Citizens Advisory Board Request	Updated the advisory board about the draft plan process.

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Dec-10	Article in Rockville Reports	"Catch Up on Rockville Pike" http://www.rockvillemd.gov/rockvillereports/2010/dec/in_and_around_rockville
Dec-10	Website Update	Update on the draft plan
Dec-10	Draft Released	Draft for Planning Commission Public hearing released. http://www.rockvillemd.gov/rockvillespike/2010DraftPlan/
Dec-10	Public Record Open	Written comments to Planning Commission period open
Jan-11	Article in Rockville Reports	Rockville Pike Draft released, public invited to comment. http://www.rockvillemd.gov/rockvillereports/2011/jan/rockvillespike
Jan-11	Draft Plan Presentation to Mayor and Council	Presentation of the Draft Plan to Mayor and Council followed by Open House to present Draft to the public. http://rockvillemd.granicus.com/MediaPlayer.php?publish_id=484
Jan-11	Draft Plan Presentation to the Community	Presentation/Open House of the Draft Plan to the public. http://www.youtube.com/watch?v=o294oxpWDrQ&lr=1&feature=mhum
Jan to Mar - 2011	Draft Presentation to Public Organizations	Staff presented the draft plan to community organizations, boards and commissions, Chamber of Commerce, and other public agencies.
Feb-11	Article in Rockville Reports	Invited public to Comment on the Draft Plan. http://www.rockvillemd.gov/rockvillereports/2011/feb/rockvillespike
Feb-11	Rockville Pike Plan Form Code Presentation	Presentation of the Form Code to the Planning Commission. Followed presentation to the public. http://rockvillemd.granicus.com/MediaPlayer.php?publish_id=506
Mar-11	Article in Rockville Reports	Public Hearings on Rockville Pike Scheduled in March. http://www.rockvillemd.gov/rockvillereports/2011/mar/news_you_can_use
Mar-11	Planning Commission Public Hearings	Two days of Planning Commission public hearings. Planning Commission requests keep public record open. http://rockvillemd.granicus.com/MediaPlayer.php?view_id=2&clip_id=1647 and id=1685.

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Apr-11	Article in Rockville Reports	Planning Commission to Hold Work Sessions on Rockville Pike. http://www.rockvillemd.gov/rockvillereports/2011/apr/in_the_community
Apr-11	Televised Planning Commission Work session 1	The Planning Commission held a work session on the plan goals, vision and principles in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher .
May-11	Televised Planning Commission Work session 2	The Planning Commission held a work session on transportation in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php
May-11	Televised Planning Commission Work session 3	The Planning Commission held a work session to revisit the development principles in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher .
May-11	Article in Rockville Reports	The Planning Commission continued seeking public testimony on the plan. http://www.rockvillemd.gov/rockvillereports/2011/may/rockvillespike
Jun-11	Televised Planning Commission Work session 4	The Planning Commission held a work session on transportation in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php
Jun-11	Televised Planning Commission Work session 5	The Planning Commission held a work session on transportation in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php
Jun-11	Televised Planning Commission Work session 6	The Planning Commission held a work session on transportation in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php
Jul-11	Televised Planning Commission Work session 7	The Planning Commission held a work session on transportation in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php
Jul-11	Article in Rockville Reports	Comment on Draft Plan for Rockville Pike Until Sept. 30. http://www.rockvillemd.gov/rockvillereports/2011/jul/news_you_can_use
Sept-11	Televised Planning Commission Work session 8	The Planning Commission held a work session on land use/form code in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php

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Sept-11	Televised Planning Commission Work session 9	The Planning Commission held a work session with a panel to discuss development, economics and project finance in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php
Sept-11	Planning Commission Public Record Closed	Written comments to the Planning Commission period closed. http://www.rockvillemd.gov/rockvillespike/testimony.html
Oct-11	Televised Planning Commission Work session 10	The Planning Commission held a work session on building form standards in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php
Oct-11	Televised Planning Commission Work session 11	The Planning Commission held a work session to continued discussion on building form standards in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php
Nov-11	Televised Planning Commission Work session 12	The Planning Commission held a work session to continued discussion on building form standards in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php
Dec-11	Televised Planning Commission Work session 13	The Planning Commission held a work session with a panel to discuss infrastructure financing in the draft plan. The public was invited to attend and observe. http://rockvillemd.granicus.com/ViewPublisher.php
Winter/ Spring 2012	Future Planning Commission Work sessions	Planning Commission Work sessions on transportation, land use/form code, and other topics. Planning Commission intends to open the public record for testimony again when a draft of their recommendations have been produced.
From completion of Planning Commission process	Future Mayor and Council work sessions	The Mayor and Council will hold public hearing, receive written testimony, hold work sessions and make final decisions.